

## Gilmore Car Museum

### Job Description

Position: Communication Specialist

Primary purpose: Promotes the work of the Gilmore Car Museum by building and strengthening lines of communication with the media, target audiences, social media audiences and the general public. Develops creative and high-quality graphic designs used in the communication of information across multiple platforms promoting special events, programs, activities, etc.

Dimensions: Reports to the Gilmore Car Museum Director of Marketing. This position is required to work independently as well as collaboratively with other departments to communicate important museum information. Incumbent will use a variety of media including digital media, develop high quality graphic design and print materials, and assist the exhibition team with development and label and sign printing. Must have the ability to interact effectively with Gilmore Car Museum staff, volunteers, industry colleagues and the media.

Scope:

- The Gilmore Car Museum displays over 450 vehicles
- Annual museum membership exceeds 1000
- Admissions exceed 120,000 annually
- Total employees range from 20-55
- Total volunteers exceed 70
- Operation budget is approximately \$2.0 million

Work environment: Conventional office setting at Gilmore Car Museum site, with full-time business hours for this hourly role. These physical demands are representative of the physical requirements necessary for an employee to successfully perform the essential functions of the job: while performing the responsibilities of the job, the employee is required to talk, hear and drive. The employee is required to stand and walk for long periods of time. Vision abilities required by this job include close vision. The noise level in the work environment is usually quiet to moderate. Reasonable accommodation can be made to enable people with disabilities to perform the described essential functions. Gilmore Car Museum is an at will employer.

Typical Duties:

1. Incumbent is responsible for producing high-quality graphic designs and content for museum communication pieces relating to special events, programs, activities, website, advertising materials, etc.
2. Incumbent is responsible for copywriting and editing of publications, advertising materials, support pieces, etc.
3. Develops graphic materials using Adobe InDesign or other dedicated graphics software programs.

4. Manages social media accounts affiliated with the museum including, Facebook, Twitter, Instagram, Pinterest, and emerging platforms.
5. Responsible for e-newsletter content development, design, and list management (MailChimp).
6. Incumbent manages website including content and design assistance.
7. Assists the Director of Marketing with execution of the marketing plan.
8. Creates reports and analytics for digital media endeavors including social media, website, and advertising.
9. Assists the Director of Marketing with budget formation, implementation, and review as it relates to marketing and communication endeavors.
10. Ensures quality and brand standards across all communication efforts.

Skill and Experience:

- One – three years' experience in a related position or equivalent.
- Demonstrated abilities, through a portfolio, of past work examples.
- Must be a self-starter with a strong work ethic.
- Must possess the ability to work independently or as a team.
- Mastery of Adobe InDesign or other dedicated graphic design program.
- Fluency in Microsoft Office.

Education: Associate's or Bachelor's degree in communications, marketing, business, public relations, a related field or significant work experience.

Mission: The Mission of the Gilmore Car Museum is to tell the history of America through the automobile. We foster experiences which connect people with the history, heritage and the social impact of the automobile through collecting, preserving, and interpreting its story.

If interested, please send your resume' to Linda Maupin at [lmaupin@gilmorecarmuseum.org](mailto:lmaupin@gilmorecarmuseum.org)

This job description is intended to convey information essential to understanding the scope of the job and the general nature and level of work performed by job holders within this job. But, this job description is not intended to be an exhaustive list of qualifications, skills, efforts, duties, responsibilities or working conditions associated with the position.